



REPLY TO
ATTENTION OF:

DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, U.S. ARMY GARRISON, ALASKA AND FORT RICHARDSON (PROV)
724 POSTAL SERVICE LOOP #6000
FORT RICHARDSON, ALASKA 99505-6000

IMPC-FRA-ZA

22 January 2007

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: United States Army Garrison Alaska Interactive Customer Evaluation (ICE) Implementation Policy (USAG-AK-05)

1. References.

a. US Army Installation Management Command Policy Memorandum # 47, Implementation of the Interactive Customer Evaluation (ICE) System, September 2006

b. Department of Defense, Interactive Customer Evaluation (ICE) System 2.2.4, Dec 04

2. PURPOSE. Provide guidance to all USAG-AK Installation personnel on the implementation, responsibilities, and maintenance of ICE.

3. APPLICABILITY. These procedures are applicable to all personnel assigned to and/or under the operational control of USAG-AK.

4. POLICY.

a. The Interactive Customer Evaluation (ICE) system is a web-based application used to collect and report customer feedback. By determining customer satisfaction levels of services provided by DoD facilities, obtaining suggestions for improvement of services, and identifying issues affecting customer service, this interactive customer comment card system enables USAG-AK and IMCOM to facilitate relationships within its customer base. The ICE system allows installation stakeholders the opportunity to submit on-line comment cards, and provides managers the ability to collect customer satisfaction data in a timely manner, and in standardized format. Supervisors are provided the tools to take immediate remedial actions, if necessary. The ICE system is a convenient and efficient means available to express opinions and receive feedback on program and service improvements, and is available from any computer that has Internet access.

b. Electronic ICE cards are preferred; however, hard copy ICE cards should also be made available at all service delivery points for those preferring to leave written feedback. Hard copy cards should mirror automated versions. Directors/heads of organizations may add additional questions at their discretion, but should keep the number of questions to a minimum, focusing on key organizational measures.

c. The ICE system is a component of USAG-AK's overall customer relationship, management, and feedback systems. It is instrumental in communicating perceptions and achieving continuous improvement in support of USAG-AK/IMCOM's corporate management strategies, and the Secretary of the Army's priority of providing for the well-being of the Army's Soldiers, civilians, and their families. The intent of ICE is to facilitate the service provider managers' ability to track customer feedback and improve customer service. Additionally, ICE data will be used in the Agency Performance Management Review process and Army Performance Improvement Criteria organizational assessment.

5. Responsibilities:

a. Service Provider Managers will:

(1) Monitor e-mail daily to ensure customer comment responses are completed within a 72 hour period for comments requiring responses. Response data must be entered in the Customer Follow-Up section of the system's ICE manager tool.

(2) Address areas that may not require a customer response, but may affect customer satisfaction if not resolved.

(3) Ensure questions or event comments added to the service provider information areas are sufficient enough in context, and grammatically correct to obtain the desired results.

(4) Ensure additional questions are kept to a minimum, allowing customers to submit information in a timely manner.

(5) Ensure service provider data is current.

(6) Promote the ICE Program to provide a better quality of service to customers.

(7) Prepare and submit capability requests to the Directorate of Information Management (DOIM) for acquisition of equipment to be used.

(8) Prepare and submit Work Orders to DOIM for connectivity of equipment to local area networks.

(9) Ensure an ICE box is established, and maintain a sufficient amount of ICE customer comment cards in the service provider areas, making them available to customers when a kiosk is not available.

b. Directorate or Organizational Supervisors will:

(1) Ensure that all service areas have an identified ICE comment box and comment cards for customer use.

(2) Ensure managers are using ICE, and place the link to their comment card in their e-mail signature block.

(3) Ensure all managers attend ICE training.

(4) Make ICE activity an item of discussion during regular staff meetings.

(5) Explore the feasibility of establishing an ICE incentive award program.

(6) Ensure division heads notify the Customer Relation Management Office of manager changes for prompt update of ICE accounts.

(7) Ensure managers observe the 72 hour working requirement for response to customers and annotate the follow-up in ICE.

(8) Designate an individual in the organization to be responsible for collection and input of comment cards into ICE. Comment cards must be returned to the Customer Relation Management Office within 7 working days.

(9) Amend service contracts to state that ICE is the official comment system to be utilized.

(10) Use ICE reports to identify necessary changes in customer service and/or operational processes.

(11) Submit better business practices through the USAG-AK Customer Relation Management Office.

(12) Use the template provided by the Customer Relation Management Office to reproduce ICE comment cards, and maintain comment card boxes in areas where kiosks are not cost effective or otherwise impractical.

c. Directorate of Information Management:

(1) Provide network connectivity and customer access to the ICE web site.

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(2) Be the technical advisor to staff elements on Information Technology issues.

d. USAG-AK ICE Site Administrator and Manager (Customer Relation Management Office):

(1) Monitor ICE sites for errors, out-dated information, and consistency of service provider data.

(2) Add and train new service providers and managers as required.

(3) Trouble-shoot user issues.

(4) Forward unresolved site issues to Office of the Secretary of Defense, Quality Management Office, ATTN: ICE Site Administrator, for resolution.

(5) Prepare reports on installation/community service providers as needed to assist in maintaining quality levels of service.

(6) Utilize ICE information as an additional tool to assess delivery and quality of services.

(7) Promote the use of installation ICE sites to improve quality of service and timely response to USAG-AK customers.

6. POC is the USAG-AK Customer Relation Management Office, DSN 384-3422/3430.

//Original Signed//
DAVID L. SHUTT
COL, AR
Commanding

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